



THE SUMMIT

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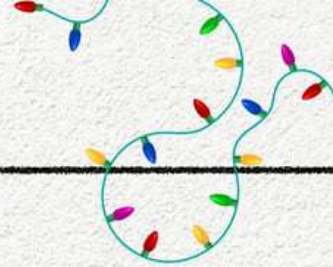
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**DECEMBER
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An Interview with the Creator of Anime Mirchi



The History Of Anime



If you've been part of India's anime community over the past decade, you've definitely come across Anime Mirchi. From the legendary "Anime on Ganja" series to pioneering Indian anime memes, the creator behind this community has been instrumental in shaping how Indian fans engage with anime culture

He started back in the early 2000s, downloading single episodes over hours in cyber cafes, being part of ORKUT groups when social media was just beginning, and eventually founding Anime Mirchi in 2015. What began as a small Facebook page has grown into one of India's most beloved anime communities. Here's our interview with him



Host

Awesome, thanks for agreeing to do this interview! So let's jump right in. How did you get into anime and what made you start contributing to the community? Would love to hear about your journey and any fun moments or memorable experiences you've had along the way.

u/mirchi-seth

Sure, the story is kinda long since I've been watching since mid 2000s

So, first Anime I watched may have been Cardcaptor Sakura on Cartoon Network when it aired first in 2001. I didn't know it was anime but you know it felt different than the rest of the stuff.

Few years later Pokémon aired first time in India on Cartoon Network. That's when I got crazy into anime. Internet access was not cheap back then so I used to visit a cyber-cafe to research more on Pokémon. That's how I got introduced to the term "Anime".

In 2004 they launched Animax in India. It instantly became my favourite channel and I used to watch it all the time and got aware of anime and Japanese stuff since then.

In the same time I started downloading pirated anime via Cyber Cafes. It was pain coz I only used to get like 1 Episode in 1 or 2 hours of downloading (Internet speeds were crap back then).

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Community Contribution:

Well back even in cyber cafe days I was member of an ORKUT group called "Indian Anime & Manga Fans" or something. (ORKUT was a social media before Facebook became popular in India) 2006-2008 maybe.

In Facebook era I joined many FB groups most were from Philippines or other Asian countries or simply western ones. That's where it struck me to do an Indian targetted page.

But it didn't started that quick. In 2013-2014 I started making few Memes and AMV edits which I used to share on Facebook Anime Groups. Till then there was no Indian Anime group that I knew of.

In 2015 I decide to make "Anime Mirchi" page, a "Facebook Group/ community" as well as The "YouTube channel". And decided to post the AMVs/ Edits which I made in last 2 years. So yeah that's how it all began.

The YouTube journey was also very slow in Start since there was still less Indian people who Watched YouTube and even were Anime Fans. Data Cost was expensive. So It took me 2 years to reach 1000 subs on YouTube 2015-2017. However during this time the Facebook Group and Pages flourished and Indian anime communities started getting some action.

One major contribution I could think of is normalizing the "Anime Memes" and fusion of Anime Stuff with Indian elements in India.



The group I made on Facebook is also responsible for that since 1000s of Indian people contributed these new kinda Indian themed anime memes, edits, artworks etc there. Things slowly spread to Instagram and I decided to feature the Group Members content to Main Pages across FB and Insta.

After JIO made internet cheap around 2017-2018 the anime community and pages I was handling saw a massive growth. I also developed a few series like "Anime on Ganja" and "Anime in Bollywood" which I released on YouTube around the same time. They are probably most popular stuff I've done which Anime Mirchi is known for.

Also around 2018 many other Anime Youtubers and Groups formed like Anime TM Talks. So I also took part in release of "Weathering With You" first Anime film in India. However, all credit goes to Anime TM Talks I guess. They were the ones who actually started the #IndiaWantsAnime campaign. I just joined along with them.

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Host

Alright, so I've prepared some questions for this interview. Let's dive deeper into your creative process and thoughts. Take your time with these!

Here's the 1st one: Walk us through your creative process - from when you first get an idea for a project to actually putting it out there. What challenges do you face and how do you overcome them?

u/mirchi-seth

Sure! Tbh my creative process is very unorganized. Though it depends on what I am working on

I will just take example of "Anime on Ganja" and "Anime were made in Bollywood" coz I've actually have some workflow for these. Rest of stuff, even I am not sure about lmao.

IDEATION:

My Ideation process is actually spontaneous, It can come anytime. Going for sleep, Listening to Music, taking a walk, watching movies or shows, even taking a dump in toilet XD. Just anything! So, I always write the idea instantly on my Phone's note app. Coz' If I don't I will probably forget it forever.

Over time I collect a lot of Ideas and I just look at the list when I decide to make the video. I usually analyze all the ideas and then rate them if they are good enough (literally giving them stars). This is necessary process coz' it filters out 20-30 good ideas out of 100-120+.

After finalizing that I start collecting clips and assets required in the videos. I mostly edit in PREMIERE PRO and AFTER EFFECTS (Adobe Programs). Since these compilations can have 15-30 ideas compressed in 1 video. So it takes way long than anybody can think of in creating these. I usually edit 1 segment at a time.

EDITING & PRODUCTION::

After all assets are collected I start working on the video idea. A single segment of a compilation can take me anywhere from 5 hours to 3 days. I usually create multiple versions and I am way too picky and critical when I am editing those (sometimes in an unhealthy way). So, I feel like I take way more time than anybody else would do to create exact same thing.

I repeat same process untill a collection of 20-30 of these are exported and finalized. After that Compilation process begins where I join them to form a complete video.

Even joining and placement is very calculated coz I even analyse the type of emotion each segment would generate among the viewer. But I feel like these are overkill and I have a habit of overdoing things. Some of the stuff I do aren't even necessary and just increases the production time.

It usually takes me 1 whole month to finish a full video. I also procrastinate a lot because of my 9-5 job. So, I barely get like 2-3 hrs of time daily for personal projects. And If am exhausted after the Office Work, I just skip it T__T. Bad habit but that's how it is. Lmao

Once, the final video is complete I watch it again and again an unhealthy amount of time to detect any flaws. Then I upload and usually schedule the video. Rest is just YouTube stuff like description, thumbnail design etc etc.

CHALLENGES:

My Greatest challenge is my procrastination and being over-critical towards my own stuff T__T

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Host

here's our second question, and this one's about something we've all witnessed. *(pauses)*

We've all seen toxic behavior in anime communities - gatekeeping, elitism, weird fanbase wars. What's the worst thing you've witnessed or experienced, and do you think the community is getting better or worse?



u/mirchi-seth

Ah! This is something that exists since the very beginning. Hard to actually tell the worst tbh.

I used to think this is just an anime community thing. Why weeps are so toxic? Why a few people ruin the experiences of everyone else? However, I actually joined many other communities (Comics, Movies, Memes etc etc over the years) and witnessed something.

These gatekeeping, elitism, weird fanbase wars also exists in WORLD CINEMA, KPOP, DC MARVEL, COMIC BOOK and any other Pop-Culture communities.

This is entire Social Media as a whole now. The algorithm is designed to fuel negativity, fake news and drama. WHY? Because it's scientifically proven now that negative emotions creates the most engagement. They have spent billions of dollars to keep people hooked. So these formed more extreme eco-chambers over-the-time where these extreme behaviours are rewarded with more engagement and reach, so more people joined the bandwagon.

And since majority of anime communities exists online on social media. They works exactly like how designed. People who behave like this would never do the same thing if there's a fan-meet offline. It's very social-media thing to be honest.

WHAT's Worse I witnessed?

Well I don't use twitter but I always hear people hating on animators, Anime directors, creative team etc. Making them quit or delete their social media handle itself.

I think that's the lowest weeps could ever go. But who knows, Social Media can surprise you. HaHa!

I feel like communities and fanbase are way more polarized now than it ever was. (But mostly Online Behaviour).

Host

next question: If you strip away all the action, fanservice, and hype - what is it about anime that actually matters to you at the core? What truth or feeling are you chasing when you engage with it?

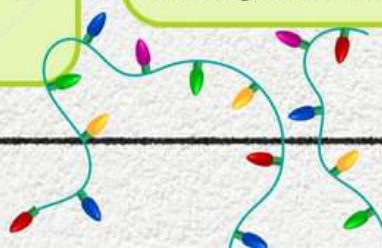
u/mirchi-seth

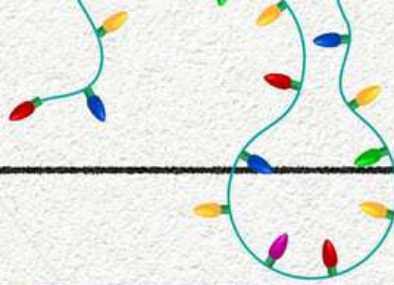
I think the greatest thing about anime is the vast range of the creative spectrum it taps into.

You can think of a very niche and obscure idea and then realize there's an Anime or Manga already available on that topic. The range itself is enormous. From 10 year olds to late 60s it has something to offer to every demographic.

I think I can also relate to my own experiences over the years. When I was in my early teens Pokémon made me crazy. I always liked cartoons before but the way I got hooked into this was beyond anything I've experienced before.

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Then during Animax early days in India, I got introduced to Ghost in the Shell, & Cowboy Bebop. The complex philosophical and existential questions that it taps into was beyond anything I had ever experienced before. Probably that's the reason Science-Fiction became one of my favourite genres.

I think what makes anime unique is its ability to explore the weirdest fantasy or imagination and make it real. It was always difficult to do in Live-Action (Movies) until very recently since rise of VFX.

But in Anime you just need that crazy idea and can go to any lengths you can dream of (As far as Animation budget allows it).

Probably Manga also plays a crucial role in this. Because the artist (Mangaka's) are given the level of creative freedom that's not common in other forms of creative industries out there. I feel like this is the thing that helped the medium to expand into vast spectrum of genres and demographics over the years.

In a way, Anime has ability to make the most boring thing interesting and I really love this aspect the most. There can be beauty in everyday things and Anime has ability to shows you the perspective of the artist itself.

Host

That's beautiful, man. (*nods*) And yeah, Cowboy Bebop is absolutely goated all '90s anime just hit different, you know?

Here's the last question: If you were stuck on a deserted island and could only have three anime with you for the rest of your life, which would they be and why?

u/mirchi-seth

Ah! this is hard to pick coz' I don't really have a favourite anime or anything. It just changes every few years for me.

1. Evangelion (Both Neon Genesis & Rebuild Movies)

Why? - This anime is way more deep and metaphorical than it looks at the first glance. It also has a great re-watch value because you learn something different each time depending on your mood and age. Its very mysterious I would say.

2. One Piece

Why? - Island is best place to watch 1000+ episodes XD. Plus Oda's foreshadowing may take re-watch and going back to old episodes sometimes. Plenty of content to watch. Also its PEAK writing! (Pacing may be issue but we're stuck on an island anyway).

3. Frieren

Why? - Idk. This is the most recent anime which somewhat amazed me on a personal level. Really like Frieren's perspective and carefree attitude towards life. I feel like this most relatable character that I've watched in a while. Could be helpful in living on an Island where there's complete detachment from the present world and civilization.

Host

Those are amazing picks! Each one tells us something different—Evangelion for depth, One Piece for the journey, and Frieren for that peaceful wisdom. Perfect choices!

Well, that brings us to the end of our interview. Thank you so much for sharing your story, your struggles, and your passion with us today. It's been truly wonderful hearing about the journey from those cyber cafe days to building one of India's biggest anime communities.

Thanks again, man. See you around!



Charismatic Contributors

r/animeindian



u/CommandSuccessful540

Ain't fkin no way - hindi dub chota bahubali ts to tuff

OP discovered their roommate watching Haikyuu in Hindi dub, where "Little Giant" was hilariously translated as "chota bahubali." The comment section erupted with laughter as everyone shared their own wild dubbing moments. Thanks to OP for this comedy gold!

u/Good-Scallion-8808

My Blr auto ride JJK fan - Man of culture

OP's Bangalore auto ride turned legendary when they spotted their driver watching Jujutsu Kaisen behind the wheel. This perfectly timed catch had everyone calling the driver a "man of culture" and celebrating how anime has become part of everyday Indian life. The comment section lit up with respect for the auto uncle living his best weeb life during traffic!



Charismatic Contributors

r/animeindian

u/AwkardOiledBalls1984

Anime unites People!

OP's 8-year-old cousin, who never shares with anyone, gifted his entire Pokemon and Naruto card collection after discovering they're both anime fans. This wholesome gesture left the whole family shocked and beautifully proved that anime creates bonds that transcend age and personalities!



u/Traditional_Fly_2671

Ordered tshirt gone wrong

OP ordered a Chainsaw Man t-shirt featuring Reze, but what arrived was hilariously underwhelming a tiny print that had everyone laughing and sympathizing. The comment section turned into a support group sharing their own merch disaster stories and tips for avoiding similar fails!



Charismatic Contributors

r/animeindian



u/pengwen3

teaching them early

A teacher in our community is doing incredible work by introducing their students to anime through stunning blackboard art! This beautiful Mob Psycho 100 chalk drawing shows the dedication educators bring to sharing their passion with the next generation. Respect to this sensei for making learning fun and inspiring young minds with anime!

u/AwkardOiledBalls1984

(5,660 stitches later...) Rumi from K-Pop Demon Hunters

OP's 5,660-stitch crocheted Rumi isn't technically anime, but the sheer dedication and craftsmanship earned it a spot in our community anyway. The adorable handmade creation had everyone in awe, proving that sometimes talent and effort transcend genres and deserve celebration!



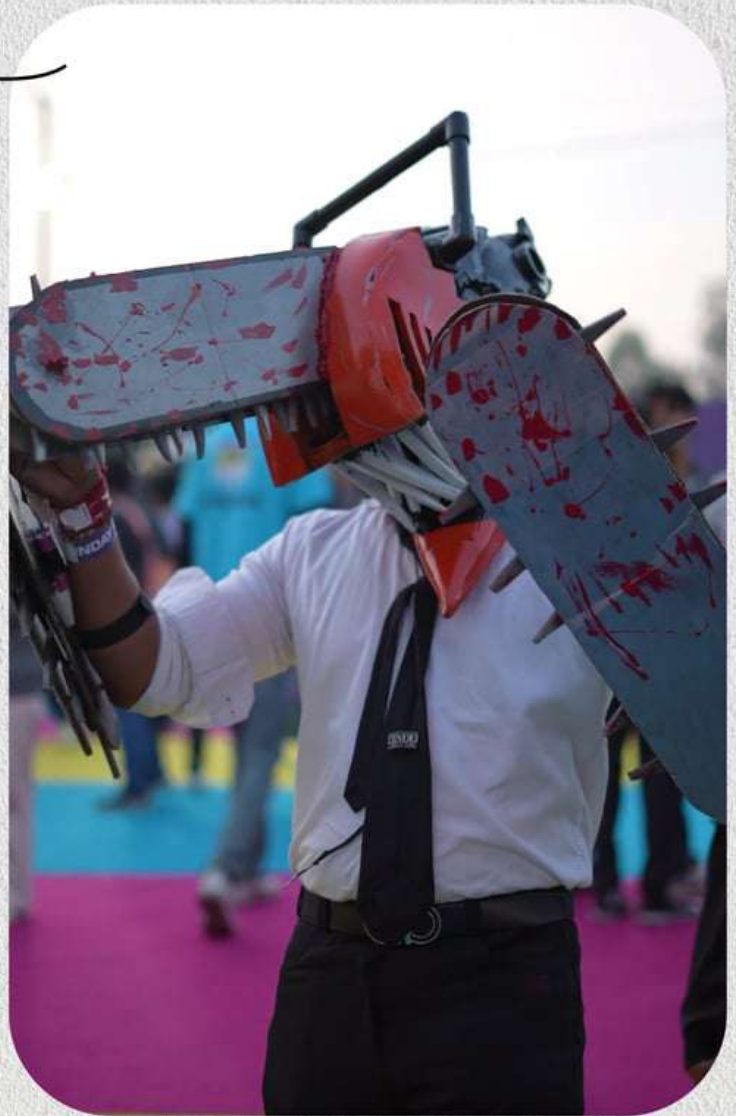
Cinemaic Cosplays

r/animeindian



u/NoHovercraft4339

Our community member brought Chainsaw Man to Comic Con Delhi with impressive results! The custom chainsaw head prop and blood-splattered details perfectly capture Denji's demon form. The execution does all the talking!



u/pookie_1210

OP brought Mai Sakurajima to life with this spot-on Bunny Girl Senpai cosplay! The iconic yellow blazer, red tie, and signature bunny ears nail the look perfectly. Those leg warmers and attention to detail show real dedication to the character!

Cinemaic Cosplays

r/animeindian



u/livewithoutluv

OP brought the ice-cold general to life! That signature blue hair and military uniform perfectly capture Esdeath's commanding presence. Absolutely chilling, just like the Empire's most dangerous fighter!



u/Cosmic-Rebel

OP channeling peak Straw Hat energy at Comic Con Delhi! Lounging under cherry blossoms like he just defeated a Warlord, that's pure Luffy vibes. The red vest and straw hat combo hits different when you're living that future Pirate King lifestyle!



u/JOYKAPOOR



u/Large-Armadillo2879





u/Mobile-Wrap-1257



u/Spidersohon



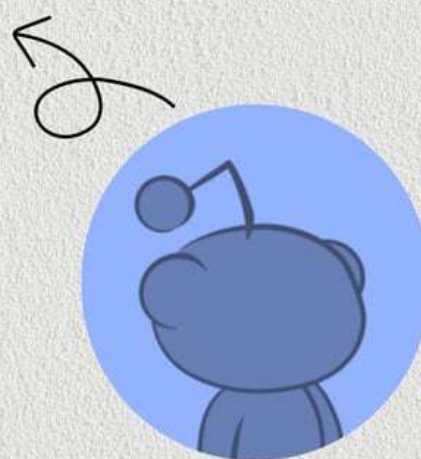
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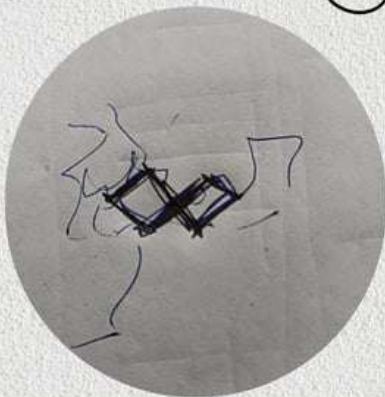
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An Important Message to Our Community

Hello everyone,

We wanted to take a moment to update you on the future of our community magazine.

After much consideration, we need to be honest with you all. We're currently facing a significant challenge, we simply don't have enough volunteers to continue producing the magazine at the standard we've maintained.

We've been working hard to keep things going, but the reality is that without additional team members, we won't be able to continue publishing future issues. This may unfortunately be our final edition.

We're truly sorry to have to share this news. We know many of you have enjoyed reading what we've created, and it hasn't been an easy decision to reach this point.

To everyone who has supported us along the way whether by reading, sharing feedback, or engaging with our content... thank you from the bottom of our hearts. Your support has made all the effort worthwhile, and we're grateful to have been part of this community.

If this does turn out to be our last issue, please know that we've appreciated every moment of this journey.

Thank you for everything.



r/Animeindian presents

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31/12/2025

OTAKU BHASKAR

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